

Internet Marketing Tips and Wordpress

Unleashing the power of Wordpress for Internet Marketing

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Using Wordpress and Twitter for Profit and Fun

Filed under:[Wordpress](#)

By using Wordpress and Twitter together you can combine the power of each of these applications to maximize the income-generating potential of your blog, and also to maximize the fun you can get from each of these methods of social communication.



It could be argued that this should apply to any blog, not only Wordpress, and this is true so long as it is being hosted by your own web host. Blogger, for example, or Wordpress hosted using the WP free hosting service, do not have the same flexibility of use as hosting Wordpress on your web provider, and you also have a very much larger choice of themes and plugins than is available on the free hosting services.

Wordpress can be run from your own hosting service, either by itself or integrated with another of your websites. To also integrate Twitter will offer you even more functionality than you would have with the blog alone. The actual integration is very simple to achieve by using one of the many free plugins available online to enable this. It is what you do with Wordpress and Twitter together once you have done this that is important.

It is also of extreme importance, that in order to get the most benefit from the integration, that you cross-integrate them so that each is tied in with the other, and that it is not just a one-way connection.

The more obvious benefits of using Wordpress and Twitter together are that you can automatically send a tweet whenever you update your Wordpress blog, you can create blog posts from each tweet and you can display tweets in your sidebar as well as create tweets from the sidebar if you are in admin mode. You needn't show all your tweets, just the last few, and many plugins enable you to set the number you want to show – these will then be the latest tweets and you can also set the category to which they should be allocated.

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There are other benefits, but just consider these for the time being. When you update your blog with a new post you don't want to also have to login to Twitter just to let your followers know about the update, and by integrating Twitter and Wordpress you can avoid this because it is done automatically. What your followers will see is a simple message that your blog (name provided) has been updated, and it can be reached on (URL provided).

Similarly, when you make a tweet you can also have it published on your blog. This offers the possibility of you expanding on the topic of the tweet, and you can offer a link to your blog in the tweet, such as 'Hi Guys, today I have discovered a brand new solution to the problem of the universe – it's awesome! More details here: <http://xxx.com>'. Well within the 140 character limit.

I am sure that you can think of several ways of making this work for you personally, and one idea that many seem to like is to use the sidebar to display twitterings along with miscellaneous thoughts that are not substantial enough for a main blog post. This not only keeps the sidebar updated, which is great for search engines, but also enables you to keep track of your recent tweets in one place. Great for you and great for business as your blog rises up the rankings.

In order to make money using blogs it is essential to get your blog noticed and read. There are two basic ways of achieving this:

a) By achieving a high listing on the search engine results for your main keywords, particularly on Google that has more than 70% of the online search engine business. This basically means a Page #1 listing, which offers you extremely valuable search engine traffic that is targeted to your keyword.

b) By putting the URL in the face of those who are interested in your niche or the type of products and services you are offering. Search engines are one way of doing this, but so are social networking sites such as Squidoo, MySpace, Facebook and YouTube, and to these must now be added Twitter. By automatically informing your followers that you have updated your blog, and offering them the link to visit it, you are providing them with the opportunity of reading your blog.

So, by using Wordpress and Twitter together you can have a great deal of fun with your two sites, but more importantly for those using them for more professional purposes, together they can make you more money than each can when used separately. So integrate the two and combine not only their respective benefits, but also your readers and followers.

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Directory Of Quality We

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6 Steps To Get Reciprocal Links
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Unleash the power of Twitter and WordPress

Filed under: [Wordpress](#)

How to use Twitter and Wordpress to generate traffic to your website.



A little ebook packed with information and tools.

A must read unless you are an expert in both Twitter and Wordpress already.

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Internet Marketing and WordPress

Filed under: [Wordpress](#)

Wordpress can be a very powerful tool for internet marketing. Obviously you can not rely on it alone to do the marketing for you, but with it's many fixtures and plugins that extend the built in fixtures, it can be transformed into a very powerful CMS (Content Management System) and even into an eCommerce site, and it's FREE.



The built in RSS fixture, every time you post, it automatically notifies several main ping services about your post, and these services or websites will send their robots to pickup your rss feed and then spread it on the internet, creating links back to your site, one way links, increasing your exposure and your rank in search engines. Links are very important for your site, especially if they are one way, which means that your are not linking back to them. If you post quite often you will be surprised how many backlinks you can create in a very short time.

The facility to be extended by other programs or plugins as they are called, makes it extremely flexible and unlimited. You find hundreds of free themes and plugins to satisfy any website need, the only problem is that sometimes the author of this extensions fails to update them and they don't work properly or not at all with upgrades.

And to solve the problem unless you know how to program in PHP, can be very difficult and can cost you a lot of money. The best thing to do once you have a setup that works properly, is to not upgrade, unless you know what you are doing.

I have used WordPress for five years and I am a PHP programmer. If you need help, please contact me and I will be pleased to help you for a very small fee. [Click here to Contact Me](#)

Tags: [WordPress](#), [eCommerce](#), [internet marketing](#), [One way links](#), [search engines](#)

Search Engine Promotion for Website Success

Filed under: [Internet Marketing](#)

Search engine promotion is essential for the website success of anybody who is serious about making money online using their own website. Since the vast majority of online businesses have websites, then techniques whereby search engine listings can be improved are in great demand.



You can promote your website on search engines in one of two basic ways: either through organic listing by means of good search engine optimization, or by pay per click (PPC) advertising. PPC advertising is exemplified by the adverts that will find on the right hand side of each of Google's search results pages. The left hand side of the page displays web pages that the search engine algorithms have calculated to be the most relevant to the search engine term used to find the information needed.

The right hand side displays adverts placed by Google Adwords customers that pay for every click made on these adverts. Which set of results a Google user is most interested in will depend upon whether they want information or to purchase products. The Adwords ads generally offer products, while the search engine page links offer information, although they too can also offer products for sale.

However, let's assume that you want your website to be visible when somebody uses your keywords to find what they are looking for. How do you get your website organized to give you good results in your search engine promotion campaign? The usual way that most people start with is to optimize each of their web pages, starting with their home page, for the search engines.

There are various ways in which this can be achieved, and although each individual search

engine has its own specific way of looking at websites and grading them according to relevancy, you cannot have a different webpage for each different search engine. You must therefore optimize each page to suit the main requirements of the major search engines: Google, Yahoo, MSN and Altavista. Although many believe Yahoo and Altavista to show the same results, this is not always true. Frequently it is, but now and again they show different results.

Search engine promotion is an important marketing technique for any website, and is a must for anybody that is seriously looking for traffic. Once your home page has been optimized, you should do the same for each page on your website. You should also provide both Google and Yahoo with a sitemap of your website. This makes sure that every page in your website will be visited and indexed.

A very important aspect of promoting a website by means of search engines is your linking strategy. There are two aspects to this: internal linking and external linking. Each of your webpages starts off with a Google PageRank of 1.0, and you can organize your links so that your home page gets the bulk of the cumulative PageRank total for your entire website. This increases the chances of a Page 1 listing for your home page. Always concentrate on that page with your SEO because once you get visitors there, then you can lead them all over your website.

You can also gain a proportion of the PageRank of other websites by having a link to your site on other websites. In fact, it is individual pages on your site that benefit by these links and not the whole website, in exactly the same way as individual pages in your site share the overall website PageRank differently according to how you arrange your navigation links.

The overall listing position of each of your web pages will vary according to what individual keyword each is optimized for, and how many incoming and outgoing links each has. You gain a score for each incoming link, and lose score for each link leaving your page. However, sometimes it is worth it since your visitors might get frustrated if you have no links to other sites whereby they can get more information on the topic they are researching.

What all this amounts to is that search engine promotion is a tricky and complex business, and you might be best advised to seek the help of an expert to help you with it. If you decide to take this route, however, make sure that you choose a respected expert SEO site and don't get caught by one of the many sites out there that know little more than you, yet charge you the earth for the privilege of gaining next to nothing.

Especially make sure that they can provide a monitoring service that can make slight adjustments to your pages according to results. Such services are worth their weight in gold, and can make all the difference between success and failure in your search engine promotion campaigns.

Tags: [Internet Marketing](#), [search engine listing](#), [search engines](#), [SEO](#)

10 Ways To Profit In An Uncertain Economy

Filed under: [Internet Marketing](#)

1. Sell more back end products to your existing customers. You already created rapport, trust and proved your credibility to them.



2. Make it a practice to up sell to new and existing customers. After they decide to buy one product, offer them another product.

3. Cross promote your products and services with other businesses that aren't competition. You will reach a wider audience at less cost.

4. Create joint venture deals with other businesses.

You can expand your product line and target other profitable markets at a lower cost.

5. Start an affiliate program for your business. You will be able to spend less profits on risk advertising and spend more money on guaranteed sales.

6. Trade advertising with other businesses to save revenue. You could trade e-zine ads, banners ads, links, print ads, etc.

7. Out source part of your workload. This can save on employee costs, equipment costs, taxation costs, expansion costs, etc.

8. Add low cost bonuses to your offer that have a high perceived value. It could be ebooks, members only sites, consulting, e-reports, etc.

9. Use viral marketing to promote your business on the internet. Give away free stuff with your ad copy include on it so others can give it away.

10. Follow up with all your prospects. You can use a free e-zine, a follow-up autoresponder, an update or reminder list, etc.

Tags: [Internet Marketing](#), [affiliate program](#), [autoresponder](#), [joint venture](#), [up sell](#)

Content Related rss feeds plugin

Filed under: [Plugins](#)

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feeds**



**doesn't work at the
moment.**

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SEO Services and What they Can Do For You

Filed under: [Internet Marketing](#)

Search engine optimization companies offering SEO services can help to make your website more attractive to search engines so that your web pages are not only listed, but figure as high in the search engine listings for specific keywords as possible.



So you have got yourself a domain, and have thrown up a website. You have added some pages of content and perhaps a couple of products. It doesn't matter whether they are your own or affiliate products, they will still make you money if you get the traffic to your website. That is the problem: traffic! Traffic is always a problem and the more you can do to promote it the better.

Without traffic you will sell nothing. The best traffic is free traffic that you do not have to pay for. The best free traffic is obtained through Page 1 listings on the search engines, but that is not easy to achieve. If you have had no experience in internet marketing it is next to

impossible, and even those who have been in the business for some time have problems getting high listings. Your listing position is determined by the search engine algorithm, which is a mathematical formula that takes many aspects of your website into consideration.

Among these are how well you have indicated the purpose of the web page, the text on your page and how relevant it is to the keyword being used by the search engine customers seeking information. It also includes other factors in its calculations, such as links between your web pages and from other websites to yours. Your html is also important, and must be designed so that there is no doubt about the content of your page.

Your text must indicate clearly what the subject is: thus, if you are writing about the 'design of locks' are they canal locks or security locks? The spider doesn't know, and has to determine that from your text. If it is not clear then you will not be listed very highly, if at all. It is all calculated mathematically, and your total score will determine your listing position.

Keep in mind that for each keyword there can only be ten web pages on the first page of a search engine. Some of the pages can be from the same website, since search engines do not list domains, but individual web pages. It is possible, then, for one website to have two, three or even more pages on the one listing page for an individual keyword. It is difficult to compete against such sites unless you know how to go about it, and that is where companies providing SEO services come in.

They can help you to get listed on the major search engines, and then to achieve as high a listing as possible for each keyword you are using on your site. A good SEO company will first have a look at your website, studying the html and/or CSS coding and will make adjustments to improve its attractiveness to search engines. You have to tell search engines what your overall website is about, and then what each individual web page is about. There are ways of doing this using your html, because search engine spiders read html and text. They don't read images or graphics, but there are ways of using your graphics to help your listings.

Good search engine optimization can help to hike your web page right up to #1 if your content is sufficiently relevant to the topic. It doesn't matter how good your writing is, and how relevant your information, if you cannot let the spiders know this, then they won't know and your web page will never appear in the listings. Good SEO services know exactly what is needed for your independent web pages to perform better.

What a good SEO company will do will be to properly format your title and headings, so that the spiders can judge the relevance of the title and heading to the keyword used by the person seeking information. They will then check over your text to make sure that you have enough incidences of the keyword, but not too many. They will make sure that the rest of your vocabulary is relevant to the keyword and describes the subject of your page as exactly as possible.

They will also make other changes to the way you use the 'alt' attribute of your graphics, and will check out your use of formatting, such as bold and underlining. Another important aspect of your website is the linking structure between each of your pages. A good SEO company can do all of that for you, and will also provide submission services to ensure that as many pages of your site as possible are listed on as many search engines as possible.

When seeking search engine optimization services, make sure that the company of your choice provides a monitoring service that will tweak your individual pages for best results. If you have been having trouble getting traffic due to a poor search engine listing, then a company offering comprehensive SEO services can make a great difference to your website and to your sales.

Tags: [Internet Marketing](#), [search engine optimization services](#), [search engines](#), [SEO company](#), [SEO services](#)

How to Achieve a High Search Engine Positioning

Filed under: [Internet Marketing](#)

A high search engine positioning is not easy to achieve, but it can be done if you go about it the right way. Your search engine optimization techniques are critical in achieving this, and you need either experience or knowledge of how to do this properly for best results.



There are actually two major strategies that you must use: on-site optimization and off-site optimization. Both of these will be discussed here, and there are disagreements, even between experts, as to which of these two is the more important. Let's look at each of them.

Most people know a bit about on-site optimization, and are likely aware of the proper use of meta tags. However, just in case, not all search engines use all meta tags. Google, for example, does not use the keyword meta tag,

but will pay some attention to the title and description tags. Your title should include the main keyword for your web page and your description meta tag should state basically what your web page is about. Your use of meta tags can influence your listing position.

You will notice that I refer to 'web page' rather than to 'website'. This is because most search engines list individual web pages rather than complete domains, or websites. You should therefore optimize each page in your site separately, and this is where a lot of people go wrong. Each page should have a different title, heading and description, and the headings should be in H tags.

If you use html H tags, for example H1, H2, etc, the search engine will regard the words in the tags as being of particular importance to your web page. In addition to the tags, search engines such as Google will look on bold, underlined and italic text as also being of importance. Your headings should therefore include the major keyword for each page. The major keyword is the search term for which you want your page to be listed.

The use of keywords on your page is very important, and it should not be over-used. Keyword stuffing will result in your page being given a low search engine positioning, if it is listed at all. However, due to the Google latent semantic indexing (LSI) algorithm, keywords are not as important as they once were. You can use keywords sparingly, but must also include terms that are related semantically to the keyword of the page.

Google and other search engines will determine the topic of your page, and its relevance to the search term being used by somebody seeking information, not only by the keyword but also the related content. For example, the keyword 'locks' could refer to canal locks, security locks or locks of hair. The search engine spider cannot tell the difference, but the rest of the vocabulary will tell it. The algorithm will apply statistical analysis to the character strings on your page to decide what type of locks you are writing about, and hence the relevance to the search term. So write clearly and make sure that the subject of your page is easy to determine.

There are many other ways in which to make your web pages attractive to the spiders, but just as important, if not more so, is your off-site optimization strategy. By that I mean your linking strategy. Google especially pays a lot of attention to how many other websites link to your web pages. Not only the number of links is important, but their quality. A link from a web page on the same subject as yours is worth more than one from an unrelated page.

Reciprocal links are not necessarily bad if you reciprocate with a website dealing with a related topic. However, if your site's topic is canal locks, and you have a reciprocal link with a website handling security locks, you would be better off not having it. Google has cottoned on to these links and either ignores them or even downlists sites having them. Link with websites dealing with the same topic as yours.

The best link is one to your web page that you do not have to reciprocate. The way that search engines look upon links is that if other sites dealing with the same subject as you are offering a link to your site to their visitors, then your web page must be very relevant to the search term. In effect the sites linking to you are giving your web page a vote.

The more votes you get the better, and they are reflected in Google's PageRank index. You can see the PageRank for each of your pages in the green line in the Google toolbar if you have it loaded. You are given a rank of zero to 10, though the average is 3 – 5. Nobody but Google knows how many links you need for each step.

What is certain, however, is that to achieve a high search engine positioning, you must apply as much SEO to your web pages as you can, and get links from as many other websites as possible. It is the page with the link that gets the PageRank vote, not the website, so keep that in mind when you provide the page URL for your link.

A high search engine positioning will provide you with plenty free traffic, so apply the above suggestions and you will improve your traffic by a lot more than would believe possible.

Tags: [Internet Marketing](#), [reciprocal links](#), [search engine positioning](#), [search engines](#), [SEO](#)

Search Engine Marketing

Filed under: [Internet Marketing](#)

There are many ways in which you can advertise your site, and search engine marketing is no more than one of these ways. There appears to be a mysticism about the skill of search engine optimization, but there is really not a great deal to it as long as you understand how search engines work, and how they determine the relevance of your website to the keyword concerned.



In fact, search engines list individual pages of your website, though generally it is the index pages that tend to get listed highest. When your keyword is listed, it is in the search engine index that relates to the search term being used

by the search engine user. If that search term is relevant to the content of your web page, then your page could be listed for that term. It is the use of that term on your page that determines your listing position, along with several other aspects of your web page and of your website as a whole.

While it would be wrong to say that your complete website is irrelevant in your page listing, it is the optimization of each page that is most important in the listing for that page. If you are to benefit from search engine marketing then it is important that your page is listed at least in the top 20 results, and preferably in the top 10, or on the first page.

The first thing to do is to make sure that you have a keyword for each page: you could use the same for every page, but are better not to. Your home page keyword should relate directly to the main topic of the website. You should include the keyword in the title of the page and place it in title tags as part of the start html formatting on your page. You should then have a heading for each web page that relates to the specific aspect of the website theme that each page is referring to.

This heading should not be just the keyword, but should include it. For example, if the topic of your website is the development of engines, then your heading could be 'The Early Development of Engines'. However, would this be enough? Keep in mind that the search engine algorithm contains an element that has to determine the meaning of words on your site, in order that the relevance of the page to the search term used by a search engine user can be established. You must therefore make it very clear what kind of engines you are referring to.

Are they steam engines, locomotive engines or internal combustion engines? You have to make that clear by the proper use of vocabulary on your page. Thus, you should use a title such as 'The Early Development of Locomotive Engines'. This is a simple example, but describes how you must not allow the search engine to take the wrong meaning of an ambiguous passage.

You should use your keyword sparingly – no more than about 1% of the total text on the page, and make the meaning of the page clear by use of other vocabulary to clear up any ambiguity. Use words like train, locomotive, railroad and so on to make the topic of the page clear to the algorithm that analyzes character strings for their meaning. Do this properly and you have a good chance of a high listing for the keyword concerned.

You are advised to use your keyword in the first and last paragraphs, and once more in the body of the text for every 300 words, but no more. If

you keep using the same keyword throughout your text, and are light on contextually related vocabulary, you will be lucky to be listed anywhere, let alone in on the first two pages.

There are many other things you must do in search engine marketing to achieve a high listing for your web pages, the major one being achieving links back to your web pages from other websites. This again is highly misunderstood, because once again it is web pages that are involved, not complete domains.

If your web page has a link from a web page with a Google PR of zero, you get zilch for it. If that page has a PR of 7, and has a thousand other links leaving it, you would be better being the only link back from page with a PR of 2. You don't lose ranking by providing a link to another site, but try to get a good deal, and don't give a PR zero site a link from your PR 5 site. It is said you don't lose through it, but nobody knows for sure. Many people think they are getting a good link to a website with PR 8, say, but the link is actually from a page deep inside the site with a PR of zero (because it is not optimized and has no incoming links, just outgoing ones).

There are many other aspects of search engine optimization needed to get you a good search engine listing, and there are also many other ways of attracting traffic to your website. However, there is nothing to beat a high search engine listing (especially hence to provide you with a good online income.

Search engine marketing beats any other online marketing technique for targeted traffic, and while you should use the other means at your disposal such as PPC advertising and blogs to augment this traffic, the search engines can provide more customers to you, as opposed to visitors, than any other marketing technique.

Tags: [Internet Marketing](#), [search engine listing](#), [search engines](#)

Search Engine Listing

Filed under: [Internet Marketing](#)

In order to achieve a high search engine listing, your web page should be able to persuade the search engine algorithms that its content is relevant to the search term being used by the search engine user seeking information.



There are several ways in which that can be achieved, although the best approach to take is to look after the basics and then at the major aspects of your web pages that the search engines are looking for. The first point to be

aware of is that search engines, such as Google, list each of your web pages separately. They do not list entire websites, or domains. Each individual page should therefore be optimized as an individual entity.

The basics that Google definitely look at are the title tags and the description and heading meta tags. Therefore, make sure that the title of the page is in title tags, and that the main heading is contained within H1 tags, with sub headings in H2 tags. I am not sure if H3 and lower headings do you much good, but use them rather than nothing at all.

The keyword meta tags are not used by the major search engines: Google will determine the important keywords for your page from the title, headings and the text on the page. The two major aspects of Google's BigDaddy algorithm are relevance of the content to the search term being used and link density.

Relevance is determined not only by your title and heading, but also in the content. Your main keyword should be used in the first 100 characters and in your final paragraph. However, your page should be no more than 500 – 1000 words. Google does check the last paragraph to make sure that relevance continues to the end of the page, but might not pay too much attention to everything in between if your vocabulary is related to the main theme.

That is the basis of the so-called LSI aspect of the algorithm. It will check your vocabulary for words related to the main search term (keyword) used by the searcher, not only for the keyword itself. Write as if you were speaking about the subject, and do not overuse your keyword or your page will given a poor listing, if it is listed at all.

Link density is very important, and even a page with poor content can get a good search engine listing if it has a lot of other web pages linking back to it. The search engines take the view that if lots of other sites provide a link to your web page, then it must be regarded highly by others. There are weaknesses in this argument, but no doubt Google are working on them. Reciprocal links, for example, and link farms are now under investigation, and if all your links are reciprocal (that is a link for a link arrangement), you will not do well.

Article marketing is one good way of improving your link density, since you get one-way back-links for every article that is accepted for publication by each article directory. You also have the opportunity of links back to your web pages from anybody who considers your article authoritative enough for them to copy it to their own website. This is assuming, of course, that you have included a link back to your site from the author's resource section of the article.

You can also gain links by submitting your website to web directories, each link generally being to your home page. This is no bad thing, since home or index pages are normally those highest listed of all the pages comprising your website. Some directories offer free listings, and others, mainly those with high Google PageRank themselves, charge. You have to decide if the listing is worth the cost, and also that your website is listed on a page that itself has a high PageRank. You get a share of the Google Page rank of the page that your link is placed on, not of the high ranking of the home page of the website.

Also of importance in your search engine listing is the linking structure within your own website,. You can arrange that to provide as high as possible a PageRank to any particular page in your site that you choose. Most choose their home page to concentrate on, since if that gets a Page 1 listing, visitors will have the opportunity to visit your entire website.

The same can be said of any page, but the home page is generally the easiest to gain a high listing with. This is because it is usually designed round the strongest keyword, and your website URL normally gets more online exposure than an internal page.

These are the main steps you can take in your attempt to get a high search engine listing, and are certainly the ones on which most of your efforts should concentrated. Once you have done all that you can with these, then you can check out some of the more minor aspects of SEO. You can find out what these are by keeping tabs on the Google blogs, and the various other SEO forums that can be found online.

Tags: [Internet Marketing](#), [article marketing](#), [reciprocal links](#), [search engine listing](#), [search engines](#), [SEO](#)
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